

Analysis of the Economic Value of Tourism Tablolong Contingent Valuation Method Approach in West Kupang

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Abstract— This research was conducted at the Tablolong Beach Ecotourism attraction which is located in the West Kupang District, Kupang Regency. This study aims firstly to determine visitor ratings about Tablolong Beach tourism and where the visitors come, secondly to determine the economic value of Tablolong Beach Ecotourism with the Contingent Valuation Method approach. The total population sampled in this study was 350 people. The method used in this study using the Accidental Sampling method. The analytical method used in this study is a descriptive study using the Contingent Valuation method. The results of this study conclude that the general assessment of visitors to Tablolong Beach Ecotourism tourism is quite good. It could be seen from the answers of the most visitors by 68.98%. Origin The majority of visitors still come from within the Kupang City area. The economic value of Tablolong Beach Ecotourism tourism with the Contingent Assessment Method approach in West Kupang District, which can be seen from the total income of Willingness to Pay (WTP) visitors to the West Kupang District Government is Rp. 4.844.000 per month. The number will increase on holidays.

Keywords: *the economic value of ecotourism, beach tablolong, and contingent valuation methods*

I. INTRODUCTION

Development in the field of tourism seems to need serious attention, including how to create various tourism creations including tourism with educational and environmental nuances such as ecotourism. Ecotourism is a tourism concept that reflects environmental insight and follows guidelines between balance and environmental

sustainability (Ikhsan & P. Hadi, 2015: 195). The existence of ecotourism in the era of environmentally sound development is an alternative tourism development mission that does not have many negative impacts, both on the environment and on social culture and other tourist attractions. The existence of forest tourism (ecotourism) as a tourism product provides a very important role for the contribution of the national tourism industry as well as its impact on the economy of a country. In addition, the condition of the Covid-19 pandemic that suddenly appeared to stop all community activities such as work and recreation has decreased, this has caused Tablolong Beach ecotourism is empty of visitors. The existence of ecotourism Tablolong Beach is one of the natural attractions in Kupang Barat District, Kupang Regency is very strategic because it is a tourist and fishing village. The number of visitors can be seen in the following table

Table 1 Tablolong Beach Tourism visitor data West Kupang District Kupang Regency Year 2014 – 2020

Number.	Year	Jumlah /Orang
1.	2014	13.116
2.	2015	16.000
3.	2016	17.000
4.	2017	18.208
5.	2018	11.767
6.	2019	9.400
7.	2020	3.120
Total		

Data source: Kupang Regency Tourism Office

In table 1, it can be seen that the number of visitors to Tablolong beach tourism, West Kupang District, Kupang Regency continues to decline. Except in 2017 and 2019 the number of visitors to Tablolong beach tourism, West Kupang District, Kupang Regency has increased. The economic value of the existence of the Tablolong tourist beach

according to visitors where it is located on the coast next to a fishing village, can be enjoyed by all walks of life, gender, occupation and age. In addition, the existence of Tablolong beach tourism is located in a place far from the noise of the city, causing a visit schedule to be carried out specifically to visit Tablolong beach tourism, calm and peaceful. Based on the above problems can be formulated as follows:

1. How is the general visitor's assessment of Tablolong Beach Tourism with Contingent Valuation method approach?

2. What is the economic value of Tablolong Beach tourism ecotourism with the approach? Contingent Valuation method?

The objectives of this research are:

1. To find out the general visitor's assessment of Tablolong Beach Tourism with the Contingent Valuation method approach

2. To find out the economic value of Tablolong Beach

II. LITERATURE REVIEW

Economic Value of Natural Resources

Definition of value or value, especially regarding goods or services produced by Natural resources and the environment can indeed be different when viewed from various disciplines. One of the benchmarks that is relatively easy and can be used as a shared perception in various disciplines is to give a price tag (price) on goods and services produced by natural resources and the environment, thus we use what is called value. economics of natural resources (Fauzi, 2004: 209). In general, economic value is defined as the measurement of the maximum amount a person is willing to sacrifice goods and services to obtain other goods and services. Formally, this concept is called a person's willingness to pay (WTP) for goods and services produced by natural resources and the environment. By using this measurement, ecosystem value can be "translated" into economic language by measuring the monetary value of goods and services (Fauzi, 2004: 51). The calculation of the economic value of natural resources (economic valuation of natural resources) is currently growing rapidly, this is in the context of economics of natural resources and the environment, the calculation of environmental costs has developed a lot (Djijono, 2002: 2).

The CVM approach was first introduced by Davis (1963) in research on hunter behavior in Miami. This approach is called contingent (depending) because in practice the information obtained is very depending on the hypothesis being built. For example, how much does it cost? should be borne, how the payment, and so on (Mratihadini, 2013). This CVM approach is essentially aimed at knowing willingness to pay (WTP) and desire accept (willingness to accept or WTA) from the community. Due to the CVM technique based on fundamental assumptions about property rights, if the individual who asked do not have rights on the basis of goods and services produced from sources natural resources, the relevant measurement is the willingness to pay which maximum (maximum willingness to pay) to obtain the item. On the other hand, if the individual we are asking about has rights to the resource, the relevant measurement is the willingness to accept (willingness to accept) the minimum compensation for lost or damaged resources nature that he has (Mubarak and Ciptomulyono, 2012).

Tourism is related to tourism activities. Tourism is an activity that includes travel to a well-known destination or community in a short period of time, in order to realize the satisfaction of consumer needs for one or a combination of activities (Vanhove, 2005: 37). According to Vanhove (2005: 39), Types of tourism in the tourism satellite account can be divided into: 1. Domestic Tourism, namely tourism carried out by residents of a country with the aim of visits to their own country. 2. Inbound tourism, namely tourism carried out within a country by visitors who not a resident of that country. 3. Outbound Tourism, namely tourism carried out with the aim of visiting abroad. 4. Internal tourism, which is a combination of domestic tourism and inbound tourism 5. National Tourism, namely tourism by residents of a country with the aim of visiting out country. 6. International tourism, which is a combination of inbound tourism and outbound tourism. Tourism Sector In the Law of the Republic of Indonesia No. 3 of 1994 stated that tourist objects and attractions are everything that is a tourist target. In principle, what is meant by a tourist attraction is everything that can be seen or witnessed, in such a way that something becomes an attraction for people who visit a certain place or tourist area. Everything that can be used as a tourist attraction is in the form of natural objects (natural resources) and can also be

in the form of works of human art, both ancient and new, the customs or habits of a society (the way of life) that are distinctive and unique (Pangemanan, 2003: 43). Tourist objects are goods that are not oriented to market prices or are non-market. Non-market goods are usually undervalued. This means that the valuation approach requires a certain approach, known as the price approach (Sinden and Worrel, 2000: 47). A tourist attraction whose utilization is not subject to tariffs can be referred to as goods public. Nicholson (2009: 37) states that (pure) public goods have non-exclusive and non-rivaling properties. Non-exclusive means that no one in the communication can be prevented from taking advantage of a benefit, whether it pays or not. If there are such preventive measures, it will usually be very high. The second characteristic of public goods is that they have no competition (non-rivalry). A good has no competition if additional units can be consumed at social costs non-economic marginal.

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Contingent Valuation Method (CVM)

According to Haab and McConnell (2002: 37) Contingent Valuation is a method of collect information about preferences or willingness to pay (Willingness To Pay) by direct questioning technique. The purpose of Contingent Valuation is to measure an individual's willingness to pay (WTP) for changes in the quantity or quality of environmental goods and services. The CVM approach is called contingent because in practice the information obtained is highly dependent on the hypothesis being built. Technically, this CVM approach can be done in two ways. First, with experimental techniques through simulations and games. Second, with survey techniques. CVM aims to determine the willingness to pay from the community, for example for improving environmental quality (water, air, etc.), and willingness to accept (Willingness To Accept) damage to an aquatic environment. (Fauzi, 2004, 39). The steps in using CVM consist of six steps, namely: 1. Develop a hypothetical market 2. Get an offer for the amount of WTP value 3. Calculating the average WTP or WTA 4. Estimating the supply curve 5. Sum data 6. Evaluate CVM calculation

the main criticisms of contingency assessment are: a. Individuals interviewed may have the urge to drop bidding, for which the actual willingness to pay and the behavior of the offer may give two different outcomes. b. As long as public recreational facilities are perceived by the community as a public good that is supported by the tax system, the actual behavior or willingness to pay by respondents will have different values before and after the tax scenario. Although

many improvement techniques in contingency assessment through interview methods have been made, all of them state that it is a difficult problem because the last offer is always potentially normal (Pangemanan, 2003: 92).

III. RESEARCH METHOD

Research sites This research was conducted in the ecotourism area of Tablolong Beach, West Kupang District, Kupang Regency. This location was chosen with the consideration that this location is visited by many local tourists and is one of the mainstays of the most beautiful and strategic coastal ecotourism in Kupang district. **Population and Sample Population** According to Sugiyono (2010: 80) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population in this study were all visitors who came to Tablolong Beach Ecotourism, West Kupang District, Kupang Regency in 2020 as many as 3,120 people. **Sample** The sample according to Sugiyono (2010: 81) is part of the number and characteristics possessed by the population. The sampling technique used is non-probability sampling, which is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. In this study, sampling using accidental sampling technique is to take respondents as samples based on chance, that is, anyone who coincidentally meets the researcher can be used as a sample if the person who happens to be met is suitable as a data source with the main criteria being that the person is a visitors. In determining the sample size of a population, the author refers to the Slovin formula as follows (Sujarweni, 2015:82)

$$n = \frac{N}{1+Ne^2}$$

Where : n : sample size N : Population size e :error level (error rate) (generally used 1 % or 0,01,5 % or 0,05, and 10 % or 0.1

$$n = \frac{N}{1+Ne^2}$$

$$n = \frac{10}{1+3.120(0,10)^2}$$

$$n = \frac{3.120}{8,9}$$

$$= 350$$

From this formula with an error rate of 10%, the sample obtained is 350 people. In this study the authors took 350 people.

Primary data is data collected by researchers directly from the location of the research object by distributing questionnaires. General visitor

assessment data on Tablolong Beach Tourism, West Kupang District, Kupang Regency which includes age, income, gender, marital status, education, respondent's occupation, and where the visitors come from, the economic value and the level of visits to Tablolong Beach Tourism, West Kupang District with Contingent Valuation Method, and secondary data is data obtained from the processing of a second party or data obtained from the publication of another party. Secondary data such as the history of the development of Tablolong Beach Tourism, West Kupang District and the number of visitors. The data collection method used in this research is the survey method. Survey method is research that takes a sample from a population and uses questionnaire as a data collection tool (Silalahi, 2006: 293)

The data analysis method used in this study is a descriptive method using the Contingent Valuation approach. in collecting information about preferences or willingness to pay (Willingness To Pay) by direct questioning technique. Several stages in the application of CVM according to Hanley and Spash (2009), namely: 1. Estimating the Average Value of WTP can be estimated by using the average value of the total value of WTP divided by the number of respondents. The estimated mean WTP is calculated by the formula:

$$EWTP = \frac{\sum_{t=i} WTP_i}{n}$$

atau $\frac{\sum_{t=i} WTP_i}{\text{Sampel}}$

Where :

- EWTP = Estimated mean WTP
- Wi = i-th WTP value
- n = Number of respondents
- i = the i-th respondent who is willing to pay (i = 1, 2, 3,...,n)

. **Summing the Data** After estimating the average value of WTP, then the total value of WTP from the community is estimated using the formula:

$$TWTP = \sum (n) = i / \text{Individual} \times \text{population}$$

Where :

- TWTP = Total WTP
- WTPi = individual WTP up to i
- ni = Number of iyang samples willing to pay as much as WTP N = Number of samples P = Total population
- i = The ith respondent who is willing to pay (i = 1, 2, 3,.....,n).

IV. RESULT AND DISCUSSION

OVERVIEW OF THE RESEARCH LOCATION

Tablolong Beach is one of the tourist beaches with beautiful beaches and white sand which is one of the beaches in Tablolong Village. Tablolong Village is located in West Kupang

District. Located 30 km from the Regency Capital with a beach area of ± 5 km has a tourist beach. Because it is a remote village, all night entertainment facilities such as karaoke, discotheques and stage music are not available there. Homestay is the only place to live that is rarely occupied. Administratively, the Tablolong Village area is located in West Kupang District. It has an area of 91.69 ha, which is divided into 6 villages with the following boundaries (Anonymous, 2003): - In the north it is bordered by Alak District - The South Sema Strait is bordered by Nekamese District, - The Pukuafu Strait and the East Timor Sea are bordered by the Districts of Central Kupang, Amarasi and the City of Kupang - In the west it is bordered by the Pukuafu Strait and the Timor Sea. The coastal area of West Kupang District consists of six villages namely Bolok, Kuanheum, Nitneo, Tesabela, Tablolong and Lifuleo villages. The area around the waters of the West Kupang District has beaches that are generally flat and sandy, substrates are sandy, muddy, sandy-muddy, coral and sandy. (Anonymous, 2003). Based on the monograph of Tablolong Village, the population until October 2020 was recorded at 3160 people, consisting of 1500 male residents and 1660 female residents. The population in an area changes from time to time. This is influenced by the existence of people who are born, die, come and go. Population growth rate is the amount of population increase in an area per year due to birth, death and migration factors.

RESPONDENT CHARACTERISTICS

In this respondent's characteristics, gender, age, marital status, education, occupation, and income of respondents are discussed.

1. Gender of Respondent The majority of respondents who are dominant are women, namely 58.69% while men as much as 42.31%.

2. Respondent's Age Based on the age characteristics of the respondents, it can be seen that respondents aged 20-23 years were 22.82%, respondents aged between 24-27 years were 28.18%, respondents aged between 28-31 years were 21.34%, respondents aged between 32-35 years were 10.66%, respondents aged 36-39 years were 7.79%, respondents aged 40-43 years were 8.87

3. Respondent Status The majority of respondents are married, namely 58.85% while respondents who are not married are 41.15%.

4. Respondent's Education Respondents who have no education / elementary school are 9.38%, have junior high school / equivalent as much as 10.68 %, have high school education / equivalent as much as 24.60%, have Academy / Diploma education as much as 20.25% and have undergraduate education 35.09%.

5. Respondent's occupation Respondents whose jobs are civil servants are 27.70%, respondents are private employees as much as 23.66%, student respondents are 20.29%, respondents are students/teenagers as much as 10.33%, self-employed respondents are 9.84% and respondents are farmers/ordinary people as many as 8 ,18%. 6. Respondent's Income Respondents who earn between Rp. 1,000,000 – Rp. 1,999,999 as many as 90 respondents, who earn Rp. 2,000,000 – Rp. 2,999,999 as many as 80 respondents, whose income is between Rp. 3,000,000 – Rp. 3,999,999 as many as 70 respondents, whose income is between Rp. 4,000,000 – Rp. 4,999,999 as many as 50 respondents, who earn Rp. 5,000,000 - Rp. 5,999,999 as many as 35 respondents and those who earn Rp. 6,000,000 - Rp.6,999,999 as many as 25 respondents.

V. RESEARCH RESULT

a. General Visitor Rating and Visitor's Origin and Origin.

1. Visitors' responses to Tablolong Beach Tourism, West Kupang District in 2020. The existence of Tablolong Beach Tourism in West Kupang District was rated quite good for the majority of respondents.

2. The origin of visitors to Tablolong Beach Tourism, West Kupang District in 2020. Visitors to Tablolong Beach Tourism, West Kupang District are residents Kupang Barat District in particular and Kupang City in general.

b. Factors Influencing Tablolong Beach Tourist Visits, West Kupang District 1. Visitors Based on the Purpose of Visiting Tablolong Beach, West Kupang District in 2020. Tablolong Beach Tourism respondents in West Kupang District mostly visited Tablolong Beach Tourism in West Kupang District to carry out recreational activities as many as 74.44% of respondents, for education as many as 15.76% of respondents and for research as many as 9.8% of respondents. 2. Visitors Based on Arrivals to Tablolong Beach Tourism, West Kupang District in 2020.

Visitors to Tablolong Beach Tourism, West Kupang District are mostly done by families, as many as 53.38%. This shows that Tablolong Beach Tourism, West Kupang District as a tourist spot is in great demand by visitors to gather with family. A total of 6.28% of respondents came by themselves, only 20.76% of respondents who came in groups and 19.58% of other respondents came with a group to visit Tablolong Beach Tourism, West Kupang District 3. Visitors Based on Arrival Ways to Tablolong Beach Tourism, West Kupang District in 2020. Respondents visited Tablolong Beach Tourism, West Kupang District, with the most arrivals using private vehicles in the form of motorbikes, as many as

45.28% of respondents. Respondents who came to Tablolong Beach Tourism, West Kupang District by using private cars as many as 36.38% and coming with rental vehicles as many as 18.24% of respondents. 4. Visitors Based on the Long Way of Visiting Tablolong Beach Tourism, West Kupang District in 2020 Most visitors carry out activities at Tablolong Beach Tourism, West Kupang District for 3-5 hours, namely 47.58% of respondents. A total of 30.25% of respondents carried out activities at Tablolong Beach for 6-8 hours and 22.17% of respondents spent more than 9 hours at Tablolong Beach Tourism, West Kupang District by staying at the guesthouse provided at Tablolong Beach Tourism, West Kupang District. The results of the research on respondents' willingness to pay can be seen in table 2 below:

Table 2 Willingness to Pay Respondents on Value offered on Tablolong Beach Tourism visitors West Kupang District year 2020

No.	WTP value	F	%	Final WTP
1.	8.000	80	22,85	640.000
2.	9.000	100	28,57	900.000
3.	10.000	120	34,28	1.200.000
4.	11.000	50	14,28	550.000
Total		350	350,00	3.290.000

Data source: Author's preparation, 2020

Based on the management of Tablolong Beach Tourism, West Kupang District, during 2020 the number of visitors was 3120 people per year. Based on the results of the study, the data obtained about the average WTP are as follow:

$$\text{Average WTP} = \frac{(\text{WTP Sampel})}{\text{Sampel}}$$

$$\text{Average WTP} = \frac{(3.290.000)}{350} = 9.400$$

Based on the above calculation, it is known that the average WTP is Rp. 9.400,-. Then calculate the total WTP with the formula:

$$TWTP = \sum WTP \text{ Individual} \times \text{population}$$

$$\text{Total WTP} = 9.400 \times 3120 = \text{Rp. } 29.328.000$$

After knowing how much the average WTP issued by 350 respondents in each 4-wheeled vehicle and 2-wheeled vehicle for government revenue. It is known that for parking fees:

- 4-wheeled vehicles Rp. 15.000,-

- 2-wheeled vehicles Rp. 5.000

For 4-wheeled vehicles, a levy is obtained:
 = WTP of Rp. 15,000 + Rp. 9,400(WTP) = Rp. 24,400/vehicle

2-wheeled vehicles will be levied:

= WTP of Rp. 5000 + Rp. 9,400

(WTP) = Rp. 14,400/vehicle

The results of the data obtained from the management of Tablolong Beach Tourism, West Kupang District, obtained the following data:

- Average monthly visitors = 3120 / 12 months = 260 people

- 4-wheeled vehicles as much as 110 vehicles / month

- Two-wheeled vehicles as many as 150 vehicles / month

Then the total income for the government of West Kupang District per month is:

4-wheeled vehicles = 110 x Rp. 24,400 = Rp. 2.684,000

- 2-wheeled vehicles = 150 x Rp. 14,400 = Rp. 2,160,000

Total WTP = Rp. 4,844,000 /month

Then the total income from visitors to the West Kupang District government is Rp. 4,844,000/month.

The amount obtained will increase on holidays. The determination of the levy also requires socialization from the government of the West Kupang District. to each officer so that there is no fraud and loss for each party.

VI. CONCLUSION

The general visitor's assessment of Tablolong Beach Tourism, West Kupang District is quite good. This can be seen from the highest answer of visitors, which is 68.98%. The majority of visitors come from the people of Kupang City. For this reason, there is a need for promotion so that the existence of this beach can be known by the general public who are outside the city of Kupang 2. The Economic Value of Tablolong Beach Tourism in West Kupang District with the Contingent Valuation Method approach West Kupang District can be seen from the total visitor income for the West Kupang District Government, which is Rp. 4,844,000/month. This is evidenced because visitors are willing to spend money on tourist trips to get satisfaction, entertainment and recreation.

Recommendation

It is recommended that the government of West Kupang District, Kupang Regency pay more attention to facilities and infrastructure that can support the existence of Wsiata Tablolong beach, West Kupang District, so that the existence of this Tablolong Beach tourist attraction can really function as a tourist spot that is intended for the whole community, especially residents of Kupang City visitors. 2. It is better to enforce entry levies, so that the total economic value of the income of PAPs increases because visitors are willing to spend money to buy entrance tickets if the visitor's desire for natural recreation is fulfilled.

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